Promotion valid until 30th Sep 2018

Click on image for book details.
Asking Why is a collection of eclectic speeches and writings by prominent entrepreneur Ho Kwon Ping during his life so far, from schooldays through to a career in journalism and as a public intellectual, over a period of over 40 years. Included are speeches to various audiences and articles commissioned by The Straits Times for its op-ed pages, as well as excerpts from his lecture series as the inaugural Institute of Policy Studies’ S. R. Nathan Fellow for the Study of Singapore.

Curated into clusters with their own prefaces to provide context to the pieces, plus a separate chapter relating the chronology of his life so far, Asking Why is Ho’s take on various issues around him, to which he asked why frequently — and which were often without clear answers.

Ho Kwon Ping is the founder-chairman of both Banyan Tree Holdings and Singapore Management University. Though both institutions are quite established in their own fields, his early life was a lot less respectable, involving being kicked out of university and a stint as a political detainee.

Trained in development economics, employed as a journalist, and then becoming an accidental entrepreneur and amateur educator, Ho in the process has commented on many issues through speeches and published articles.

Though burdened by honorary degrees and numerous awards, he remains an unrepentant questioner of the status quo. He has long said that the most subversive, yet revolutionary and inspirational word is WHY. His asking WHY of many matters has gotten him both trouble and numerous accolades, and he has no intention of stopping that practice.

He is married to his strongest critic and fiercest supporter, Claire Chiang, and his three children — Ren Hua, Ren Yung and Ren Chun — have been long-suffering victims of his campaign to make them ask WHY of their own worlds.
"The future is here, and I fear we are not yet ready."

Singapore is in a state of disruption. Change is here – disorienting, disturbing, sometimes distressing change. Disruptive technologies are displacing jobs and dislodging workers. Society is showing signs of splintering. The gap between the “best” and the rest is growing. In establishment circles, members are breaking ranks. People are searching, probing, asking: what’s happening?

Change is also unequal. While shaking up many quarters at an alarming rate, it is not happening fast enough in the areas that truly matter, observes Chua Mui Hoong, political columnist and Opinion editor of The Straits Times, in this volume of fresh essays and published articles.

As a journalist who writes from both the head and the heart – and often from a heartlander’s perspective – she takes on issues such as joblessness and safety nets, meritocracy and elitism, marketplace upheavals and leadership transitions, and persuades us that in this new age of disruption, what Singapore needs is a new order.

But how can Singapore reorder itself? What can it do better? How must it move, and how can all the motion be translated into real change and advancement?

Singapore is at a crossroads. How it responds to this state of disruption will determine its place in the disrupted world.

“Chua Mui Hoong writes with a brilliant mind, a warm heart and integrity. She is not afraid to praise or to criticise any one, any institution, including the Government. No reasonable person can question her objectivity and fairness. She loves Singapore and Singaporeans, especially our working class and heartlanders. In spite of her success, she has never forgotten her roots. Her gentle voice is a voice of conscience from our heartland.”

– Foreword by Tommy Koh
Ambassador-At-Large, Ministry of Foreign Affairs
Professor of Law, National University of Singapore

About the Author | Chua Mui Hoong
Chua Mui Hoong is the Opinion editor of The Straits Times, Singapore’s largest English-language daily newspaper. She has been with the paper since 1991 and covered every election in Singapore since then, except the 2001 General Election when she was in the United States doing her Master’s in Public Administration at Harvard University. In her salad days, she was an English literature graduate from Cambridge University. She blogs regularly on notable issues and commentaries and writes a monthly column in The Sunday Times. She is the author of A Defining Moment: How Singapore Beat Sars (2004) and Pioneers Once More: The Singapore Public Service, 1959-2009 (2010).
New Assets
Ride on the Cryptocurrency Wave 2.0

ISBN: 9871980559382
Author: Karen New
Publisher: Karen New
Extent: 176 pages, paperback
Size: 148 x 210 mm
Genre: Self-help / Business
Published: Apr 2018
Retail Price: $ 26.75
Special Price: $ 22.74
(Valid till 30th Sep 2018)
Prices are inclusive of GST

Synopsis

Did you know that bitcoin is only one of hundreds of cryptocurrencies created on the blockchain?

A brand new ecosystem is in the making. And it affects all aspects of our lives. Think of how the Internet created a whole new lease of corporations. Blockchain will do the same,

But more powerful. More secure. The technology allows us to authenticate transactions without a need to trust a centralised body to verify the parties' identity, credit-worthiness, or even trustworthiness. It transfers power to individuals. This book shares with you the growth of cryptocurrencies and how you can build your wealth based on this new asset class.

- How the new currency differs from traditional currencies
- How to gain dividends on your new currency
- What are bitcoin and altcoins
- How to discover coins
- How to keep coins
- How to avoid scams
- How to select an ICO

Even a novice who has no technical know-how can find an understanding of this fascinating new way of working, seamlessly entering the cryptocurrency market and mining coins.

A revolution in money is taking place and it's worth billions of dollars to people like you. Find out how.
MY COLOURING BOOK IS RUINED!
WRITTEN BY JILL LIM
ILLUSTRATED BY CHLOE CHANG

My Colouring Book Is RUINED!, written in rhyme and with lively, colourful illustrations, is an attempt to give a difficult topic – autism – an ordinary, picture-book treatment, to help younger readers understand:

- What some people with autism may be like that makes them different, e.g. repetitive behaviour
- How people with autism can be helped
- The different things that people with autism can do if given the right training and support, e.g. becoming artists, doing digitalisation work on computers

The story begins in a dramatic fashion, with a little girl, Claire, shrieking in horror because her older sister Kate has scrawled all over her colouring book.

Why? Because Kate has autism and does not like to colour books the way most children do.

What follows is a discussion between Claire and the rest of her family about autism, and what autistic people can and cannot do. They also try to imagine what Kate might be when she grows up.

More information about autism is provided at the back of the book, in easy-to-read fact sheets that have been reviewed by St. Andrew’s Autism Centre and Pathlight School. There are also activity sheets for younger children in the form of colouring pages.

The main message of the book is one of hope and encouragement, and its aim is raise awareness of autism, especially among children.

About the author
Jill Lim has been in the fields of journalism and editing for over 20 years. She is married with three children, the oldest of whom is autistic.

About the illustrator
Chloe Chang is an illustrator and animator based in Singapore. She graduated in 2016 with a Bachelor of Fine Arts in Digital Animation.
Embark on a spectacular journey of Singapore’s culture and heritage as you follow this guide that explores more than 70 of the country’s national monuments. Rich in architectural value, historical worth and social relevance, these buildings include our civic institutions, places of worship, schools, museums and even hotels, with some going back to more than 150 years old. This is a collection of colourful stories and specially curated photos designed to take the reader on a grand retelling of Singapore’s built heritage while celebrating the city’s communities and their contributions to its physical landscape.

Go back in time and uncover interesting stories and slices of Singapore’s past through monuments such as:

- **Former Parliament House** — built in 1827 and likely to be the oldest surviving building in Singapore.
- **Sri Mariamman Temple** — the oldest Hindu temple in Singapore which dates back 190 years.
- **Cathedral of the Good Shepherd** — the oldest Catholic church in Singapore which also houses Singapore’s oldest functioning pipe organ.
- **Istana Kampong Gelam and Sultan Mosque** — originally the palace and place of worship for royalty in the 19th century.
- **Thian Hock Keng Temple** — where Chinese immigrants used to pray and give thanks for a safe voyage.
- **Central Fire Station** — Singapore’s oldest existing fire station whose watch tower was the tallest structure in Singapore when the station was built.

The reader-friendly guide comes with a comprehensive map and is organised according to MRT station locations, perfect for the curious wanderer keen to explore Singapore’s heritage gems up close.

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**About the Editor | Melody Zaccheus**

Melody Zaccheus is Correspondent (Heritage, Community and Religion) for The Straits Times. She is at the forefront of conservation and preservation issues in Singapore, breaking stories that resonate with an increasingly heritage-conscious public. She keeps her ear to the ground to pick up untold and brewing groundswell stories that might shake up the landscape and gives a voice to forgotten historical figures and everyday people with stories to tell. Her beat requires a simple love for the nation's neighbourhoods, icons and traditions.
Beauty Confidential
ISBN: 9781927411803
Author: Tomoka Y. Nguyen
Publisher: Black Card Books
Published: May 2018
Extent: 182 pages, paperback
Size: 152.4 x 228.6 mm
Genre: Lifestyle / Beauty

Retail Price: $34.24
Special Price: $29.10
(Valid till 30 Sep 2018)
Prices are inclusive of GST

Synopsis

Beauty confidential provides a peek behind the scenes of today’s beauty industry touching on what big businesses won’t tell you about personal care products, while suggesting a number of simple, easy to implement remedies that lead to a healthier, more beautiful life as a whole.

Learn how to:
• Intentionally choose safe personal care products,
• finally stop spending hundreds of thousands of dollars for temporary beauty solutions, and
• create your own personal care products; options that are safe and inexpensive yet personalised specially for your skin.

In these pages you will uncover how to take charge of your skincare regimen by making conscious choices on personal care products, knowing and understanding your skin holistically and creating your very own skincare products in your home environment where your beauty can blossom.

Learn simple, holistic and ecological ways to achieve the beauty you deserve!
Power Talk
Insights from Asia's Leading Entrepreneurs
By (author): Karen Lam
300pp  May 2018
Paperback  978-981-3236-20-2
Retail Price: $ 29.96
Special Price: $ 25.47
(Valid till 30th Sep 2018)
Prices are inclusive of GST

What drives success in Asia?
How did the pioneers do what they did, how are they planning their succession?
What are their views on life and family?

After six seasons of Channel News Asia's Power List Asia, with 73 episodes high-powered guests, over 26,000 manhours of pre- and post-production and 130,000 airmiles, comes Power Talk.

Distilling the very best and most memorable conversations with various head honchos, Karen Lam sits down (not on television this time) to compile the best business ideas, personal philosophies, attitudes and intriguing stories into common themes of leadership and entrepreneurship in Asia.

Featuring more than 20 Powerlisters and a range of topics such as crisis management, brand building, expanding westward and succession planning, Power Talk is a must-read for any Asian entrepreneur on the cusp of that next league.

Contents:
- The Pioneers
- Succession
- Growing Local Brands
- Tech Upstarts
- Crisis Management
- Leader as Communicator
- Philanthropy
Cryptocurrency market has been growing fast since its emergence in recent years. Moreover, digital finance has forged the convergence of profit motives with social objectives creating a class of large FinTech companies. In addition, the underlying technology innovation may be applied to a wide range of industries, not limited to financial sector. Yet, few researches have been done to study these phenomena. Hence, it is the task of this book to shed light on the introduction and trends in FinTech, blockchain and token sales.

*Inclusive FinTech: Blockchain, Cryptocurrency and ICO* hopes to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. It is written for those who are looking for a switch from their career to something more meaningful and sustainable, as well as those who want a deeper understanding of where to search for business opportunities. Most important of all, this book seeks to change the mindset of a whole new generation that is familiar with digital economy and yearns for a more just and equitable world.

**Contents:** Overview of FinTech; Digital Currency, Bitcoin and Cryptocurrency; Introduction to Initial Crypto-Token Offering (ICO); The Characteristics of Token Investors; Blockchain: An Introduction; Blockchain: A Technical Introduction; Inclusive FinTech; FinTech in Singapore; FinTech in ASEAN; Regional Trends and FinTech Future;

**Readership:** Upper-division undergraduates, graduate students, and professionals working in financial institutions and on financial technology worldwide.

**Key Features:**
- Systematic introduction and analysis of token sales, the investors and blockchain technologies
- Illustration on Financial Inclusion and Impact Investment that would be the sought-after asset classes of the future
- Insightful analysis on FinTech in ASEAN
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